

UTAH CTE SKILL CERTIFICATION PERFORMANCE EVALUATION Sports & Entertainment Marketing A – TEST #416

The performance evaluation **is a required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), **“Y” (Y=YES)** is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then **“N” (N=NO)** is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in **“A”** on the answer sheet for item **#81** for students who have achieved **“Y”** on **ALL performance objectives**.
- The teacher will bubble in **“B”** on the answer sheet for item **#81** for students who have **ONE or more “N’s”** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher’s file for two years.
- A copy is also kept on file with the school’s CTE skills certification testing coordinator for two years.

Performance Objectives

- PO-01 _____ Develop a promotion plan for a sports property or event.
PO-02 _____ Develop a sponsorship proposal for a sports property or event.
PO-03 _____ Develop a sports marketing plan for a sports property, team, or event.

Students who achieve 80% (moderately to highly skilled) on **ALL** performance objectives and 80% on the written test will be issued a CTE skill certificate.

Please print clearly:

I, _____, certify that _____, who is a student at
(Teacher Name) (Student Name)

_____, has mastered the above performance objectives at an 80% or
(High School Name)

higher level.